

THE MORE MARLBORO YOU SELL, THE MORE GEAR YOU GET.



The Marlboro Van not only brings increased traffic, sales and profits - but it also gives you the chance to earn free gear.

MAKE IT WORK FOR YOU

1. Display Advance Sales Materials to alert your market.
2. Distribute "Free Gear Tickets" to each smoker 21 years of age or older who buys multiple packs or carton(s) of Marlboro.
3. Tickets will be collected and counted at vans.
4. You'll be awarded gear for achieving the following targets:



HERE'S WHAT YOU GET

NUMBER OF FREE OFFER TICKETS DISTRIBUTED

50-64
65-84
85+

AWARD

Cap
Cap & Black T-Shirt
Cap, Black T-Shirt & Duffel Bag



GO AHEAD. SET YOUR GOALS TO GET THE GEAR YOU WANT.

©1993
© Philip Morris Inc. 1993

65053